

# ND Economic Development Strategic Plan

## Performance Measures Updated on June 17, 2013



### **GOAL 1** Create, attract, and retain quality jobs and workforce in targeted industries and high-demand occupations.

- 1-1. **Net Job Growth (2020 Target: 426,100 jobs)**  
2010: 376,100                      2012: 429,800                      Increase: 53,700 jobs  
2013 figures will be available in February 2014.
- 1-2. **Average Annual Wage (2020 Target: \$50,000)**  
2010: \$38,127                      2012: \$45,909                      Increase: \$7,782 in ave. annual wage  
2013 figures will be available in June 2014.
- 1-3. **Per Capita Personal Income (2020 Target: \$60,000)**  
2010: \$42,462                      2012: \$51,893                      Increase: \$9,431 (122% of nat'l. ave.)  
Initial estimates for 2013 will be available in April 2014.
- 1-4. **Population (2020 Target: Population of 800,000)**  
2010: 674,363                      2012: 699,628                      Increase: 25,265  
Population estimates for July 1, 2013 will be available in December 2013.

### **GOAL 2** Strengthen North Dakota's business climate and image to increase national and global competitiveness.

- 2-1. **Gross Domestic Product (2020 Target: \$50 billion)**  
2010: \$35.654 billion                      2012: \$46.016 billion                      Increase: \$10.362 billion  
Advanced estimates for 2013 will be available in June 2014.
- 2-2. **Merchandise Export Value (2020 Target: \$4 billion)**  
2010: \$2.54 billion                      2012: \$4.29 billion                      Increase: \$1.75 billion  
2013 figures will be available in February 2014.
- 2-3. **Small Business & Entrepreneurship Council's U.S. Business Policy Index (2020 Target: Ranked among the top 10 states)**  
2010: #18                      2012: #16  
The next release of the index is anticipated in December 2013.

### **GOAL 3** Accelerate innovation and entrepreneurship in targeted industries and emerging technologies.

- 3-1. **Number of Private Sector Businesses (2020 Target: 29,000)**  
2010: 25,741                      2012: 29,669                      Increase: 3,928  
2013 figures will be available in June 2014.
- 3-2. **Number of business activities as a result of Innovate ND. (2020 Target: 200)**  
2010: 100                      2012: 135                      Increase: 35  
2013 figures will be available in July 2013.
- 3-3. **Aggregate use of Seed Capital Tax Credits and Angel Fund Tax Credits. (2020 Target: \$5 million)**  
2010: \$4,081,909                      2011: \$4,292,452                      Increase: \$210,543  
2012 figures will be available in October 2013.

Reportable data:

**Academic research and development expenditures** – In 2010, North Dakota had an estimated \$204 million in academic R&D expenditures.

**Industry research and development expenditures** – In 2010, North Dakota had an estimated \$236 million in industry R&D.



## **GOAL 4** Enhance the state education and training system's ability to meet business and workforce needs of the future.

- 4-1. **Number of students taking skilled trade and technical education programs. (2020 Target: 33,600 students)**  
2009-10: 30,753                      2011-12: 30,784                      Increase: 31
- 4-2. **Retention of post-secondary program completers. (2020 Target: 65 percent)**  
2009: 64.2 percent                      2010: 67.7 percent                      Increase: 3.5 percent



## **GOAL 5** Continue to enhance a unified front for North Dakota that supports community, economic and workforce development.

- 5-1. **Number of local development and tourism stakeholders participating in Commerce-sponsored marketing, tourism, workforce, business development and community development activities. (2020 Target: 3,100 - maintain high participation)**  
2011: 3,082  
Next survey will be conducted in first quarter 2014. 2013 figures will be available then.
- 5-2. **Stakeholder perceptions of a unified front for economic development in the state. (2020 Target: 85 percent)**  
2011: 83.6 percent  
Next survey will be conducted in first quarter 2014. 2013 figures will be available then.



## **GOAL 6** Enhance North Dakota's image.

- 6-1. **Ratio of positive to negative tone in earned media placements. (2020 Target: Ratio of 13 positive earned media stories for every 1 negative)**  
2010: 18:1                      2011: 11:1
- 6-2. **Number of visits as a result of paid advertising. (2020 Target: 2.4 million trips)**  
2010: 1.0 million visits                      2012: 1.4 million visits
- 6-3. **Expenditures by out-of-state visitors. (2020 Target: \$5.4 billion)**  
2010: \$4.6 billion                      2011: \$4.8 billion                      Increase: \$.2 billion
- 6-4. **Number of workforce relocators as a result of image enhancement efforts. (2020 Target: 1,000 workforce relocators)**  
2010: 346 households                      2012: 593 households                      Increase: 247 households  
2014 numbers will be available in August 2014.
- 6-5. **Tourism advertising impact on image. (2020 Target: 50 percent of respondents who say they strongly agree that "North Dakota is a place I would really enjoy visiting.")**  
2010: 32 percent                      2012: 50 percent                      Increase: 18 percent
- 6-6. **Number of active social media influencers who contribute to depicting a fun, friendly North Dakota. (2020 Target: 1,000 social media influencers)**  
2010: 42                      2012: 170                      Increase: 128 influencers
- 6-7. **International advertising equivalency for positive North Dakota stories. (2020 Target: \$5 million in international advertising equivalency since 2010)**  
2011: \$1.23 million